# ATF Typographic Accessories

## Specimen Catalog and Price List

*Ornaments*
*Handypacks*
*Initials*
*Monograms*
*Auxiliary Fonts*
*etc.*

ATF

# Ornaments and Typographic Accessories

do oway with expensive art work, eliminate the necessity of having electros made . . . ond what's more, most designs shown were created by some of the world's finest graphic artists. By using ATF cuts, their services are at your disposal . . . at extremely low cost!

**ATF Typographic Accessories** are precision cast of foundry metal and possess all the printing and wearing qualities of ATF type. They're easy to print from, too!

**All accessories shown** in this catalog are sold in convenient sized fonts or Handypack assortments at reasonable prices.

All prices listed are for complete fonts. Fonts contain the entire assortment illustrated and the small figure frequently shown under a cut indicates how many of that particular design are contained in the font.

**We regret that we are unable to sell single cuts, initials, ornaments or other designs illustrated.** However, any character or design in this catalog may be purchased as sorts, in o minimum quantity of one 6" line per character. Prices for sorts are shown in toble E-1 of our Descriptive Index of type faces.

**For best service, send your orders for type and accessories to the ATF type dealer in your area.**

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## Troyer Zodions *Complete fonts shown*

36 pt. . . . $2.25

48 pt. . . . $2.70

## Typecast Antiques *Figure under each unit shows how many of each a font contains*

36 pt. . . . $2.25

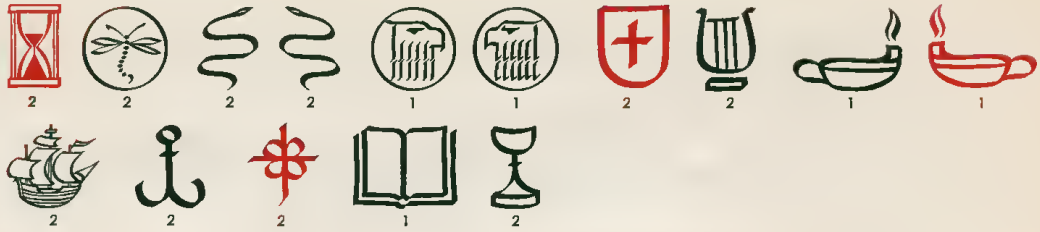
42 pt. . . . $1.50

48 pt. . . . $2.70

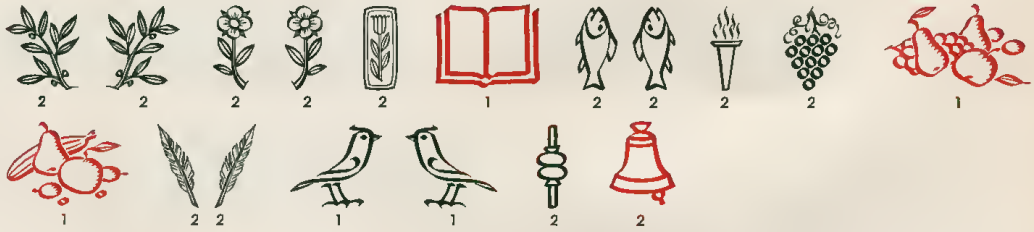
60 pt. . . . $1.85

## Troyer Ornaments *Figure under each unit shows how many of each a font contains*

36 pt. No. 3601
$2.25

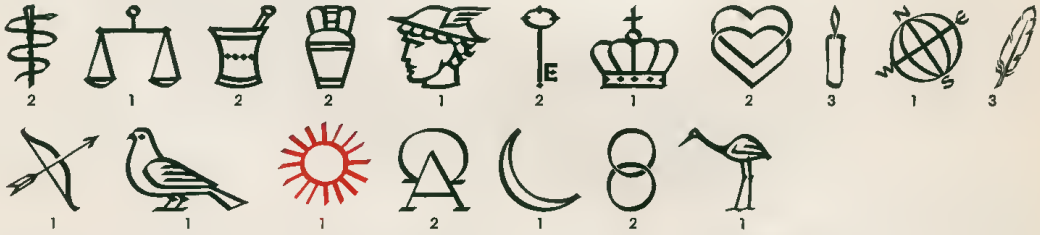



36 pt. No. 3602
$2.25




36 pt. No. 3603
$2.25

36 pt. No. 3604
$2.25




48 pt. No. 4801
$1.60

48 pt. No. 4802
$1.60

## Troyer Ornaments *(continued)* *Figure under each unit shows how many of each a font contains*

48 pt. No. 4803
$1.60

48 pt. No. 4804
$1.60

48 pt. No. 4805
$1.60

48 pt. No. 4806
$1.60

48 pt. No. 4807
$1.60

48 pt. No. 4808
$1.60

*Mr. and Mrs. Thomas A. Crown*
*are happy to announce the birth of*
*Mary Elizabeth*
*at 9 o'clock a.m. on February 10, 1955*

MERRY CHRISTMAS

# Christmas Ornaments (See also Handypacks Nos. 60, 61, 63 and Trayer Ornaments)

*Figure under each unit shows how many of each a font contains*

2 4 1 1 1 1 6 4 6

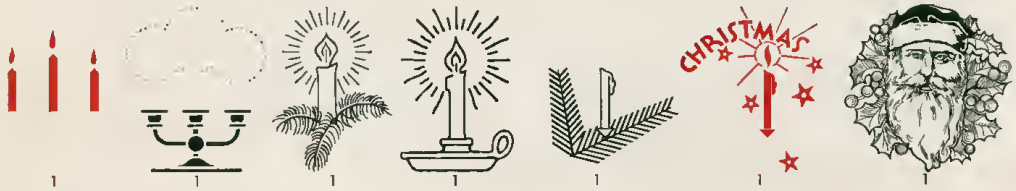
36 pt. A1 . . . $2.25

1 3 1 1 1 1

48 pt. B1 . . . $1.60

2 2 1 1 1 1 1 1

60 pt. C1 . . . $1.85




1 1 1 1 1 1

72 pt. D1 . . . $2.00

1 1 1 1 1 1 1 1

72 pt. E1 . . . $2.00

1 1 1 1 1 2 2

72 pt. F1 . . . $2.00

2 2 2 2 2

84 pt. G1 . . . $2.25

## Cameo Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. . . . $1.80

36 pt. . . . $2.25

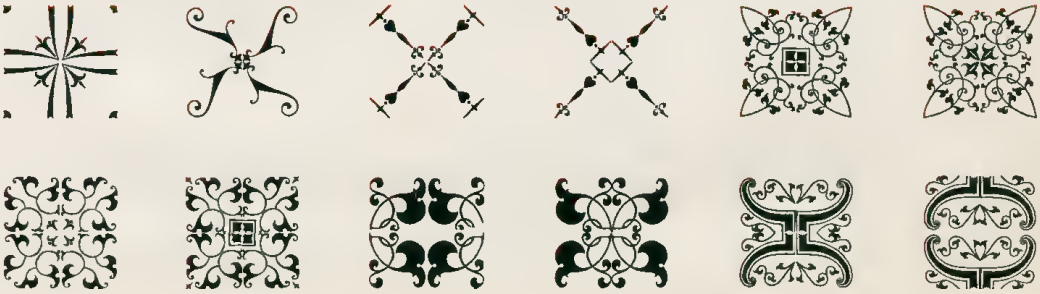
48 pt. . . . $1.60

60 pt. . . . $1.85

72 pt. . . . $2.00

## Bradley Combination Ornaments *Figure under each unit shows how many of each a font contains*

24 pt. . . . $4.00



## Armed Forces Typecuts *Figure under each unit shows how many of each a font contains*

24 pt. A . . . $1.80

Airborne (2) Armor (3) Artillery (2) Infantry (3) Chemical (2) Engineer (2) Mil. Police (2) Air Force (3) Ordnance (2)

36 pt. B . . . $2.25

Airborne (1) Armor (2) Artillery (2) Infantry (2) Engineer (1) Mil. Police (1) Air Force (2)

Signal (2) Medical (2) Quartermaster (2)

36 pt. C . . . $2.25

Navy Wings (2) Air Force Wings (2) WAC (2) Army Eagle (2) Navy Eagle (3) Coast Guard (2)

USMC (2) CPO (2) WAVE (2)

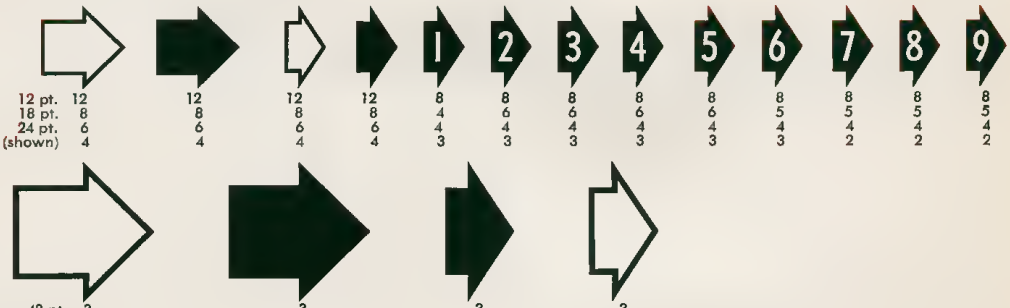
## F. D. I. C. Emblems *Figure under each unit shows how many of each a font contains*

Assortment $3.75

36 pt. (3) 60 pt. (2) 72 pt. (3) 96 pt. (1)

## Arrow Indicators *Figure under each unit shows how many of each a font contains*

12 pt. . . . $1.30
18 pt. . . . $1.60
24 pt. . . . $1.80
36 pt. . . . $2.25
48 pt. . . . $1.60
60 pt. . . . $1.85
72 pt. . . . $2.00
96 pt. . . . $2.45



| | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 12 pt. | 12 | 12 | 12 | 12 | 8 | 8 | 8 | 8 | 8 | 8 | 8 | 8 |
| 18 pt. | 8 | 8 | 8 | 8 | 4 | 6 | 6 | 6 | 6 | 5 | 5 | 5 |
| 24 pt. | 6 | 6 | 6 | 6 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 |
| 36 pt. (shown) | 4 | 4 | 4 | 4 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 2 |



| | | | | |
|---|---|---|---|---|
| 48 pt. | 3 | 3 | 3 | 3 |
| 60 pt. (shown) | 2 | 2 | 3 | 3 |
| 72 pt. | 2 | 2 | 2 | 2 |
| 96 pt. | 1 | 1 | 2 | 3 |

## Combination Arrows *Complete font shown*

12 pt. . . . $2.20

# ALPHA-BLOX *(Linear and reverse)*

## *What are Alpha-Blox?*

Alpha-Blox are types on whose printing surfaces appear a variety of straight sections, curves, L's and T's. Set in building-block fashion, they form the letters of the alphabet, figures, borders, ornaments, etc. For instance two each of these three precision cast units can be made up quickly into the letter

Substituting a few elements affords a new range of designs.

The two styles made, linear and reverse , are cut to register.

They may also be used this way or in two colors . Available in 12, 24 and 36 pt.

CHARACTERS IN COMPLETE FONTS:

### *Linear*

| QUANTITY IN FONT | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| 12 pt. | 90 | 22 | 50 | 40 | 20 | 100 | 10 | 16 | 14 | 10 |
| 24 pt. | 44 | 14 | 30 | 24 | 12 | 56 | 6 | 12 | 10 | 6 |
| 36 pt. | 32 | 10 | 24 | 16 | 8 | 40 | 4 | 10 | 8 | 4 |

### *Reverse*

| QUANTITY IN FONT | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 12 pt. | 100 | 20 | 46 | 36 | 18 | 120 | 10 | 18 | 16 | 10 | 12 | 10 |
| 24 pt. | 44 | 14 | 30 | 24 | 12 | 56 | 6 | 12 | 10 | 6 | 8 | 6 |
| 36 pt. | 32 | 8 | 24 | 16 | 8 | 40 | 4 | 8 | 8 | 4 | 8 | 4 |

Prices per font:

| LINEAR: | | REVERSE: | |
|---|---|---|---|
| 12 pt. . . . | $ 7.15 | 12 pt. . . . | $ 8.80 |
| 24 pt. . . . | $12.00 | 24 pt. . . . | $14.40 |
| 36 pt. . . . | $16.00 | 36 pt. . . . | $20.00 |

RUTHERFORD RIGGS

STAR

# United States Flag Typecuts

*Figure under each unit shows how many of each a font contains*

Attention is called to the fact that the laws of the United States and many individual states restrict or prohibit the use of the United States flag in advertising and business printing. All typecuts or type representations of the flag that are made, sold or offered for sale by American Type Founders are made and sold on the condition that they are not to be used in any manner that is prohibited by these laws.

72 36 36

12 pt. No. 1201 . . . $2.20

24 24 24

18 pt. No. 1801 . . . $2.15

18 18 18

24 pt. No. 2401 . . . $2.45

12 12 12

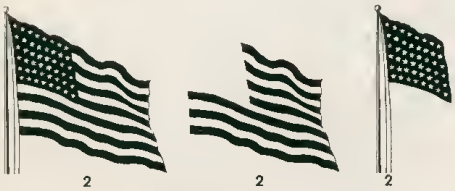
36 pt. No. 3601 . . . $3.10

3 3 3

48 pt. No. 4801 . . . $1.60

3 2 2

60 pt. No. 6001 . . . $1.85



2 2 2

72 pt. No. 7201 . . . $2.00

2 1 1

108 pt. No. 10801 . . . $3.25

1 1 1

144 pt. No. 14401 . . . $3.75

2 2 2

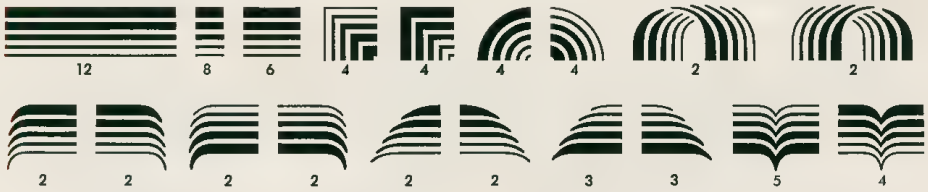
144 pt. No. 14402 . . . $2.00

2 1 1

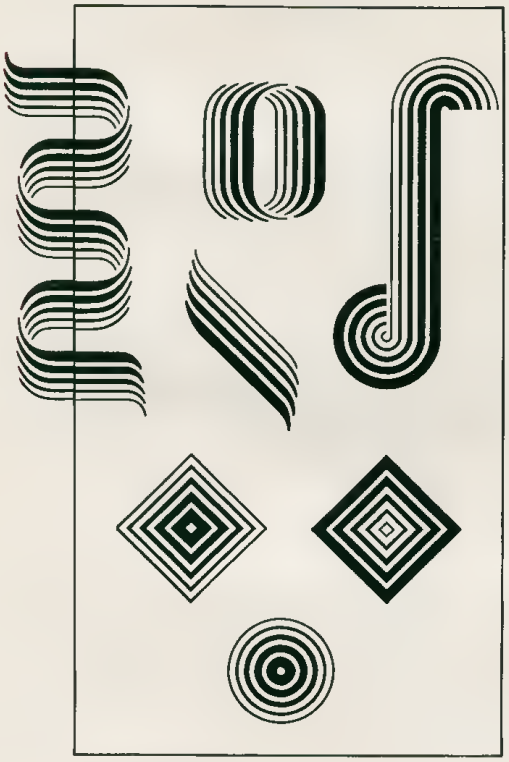
216 pt. No. 21602 . . . $2.20

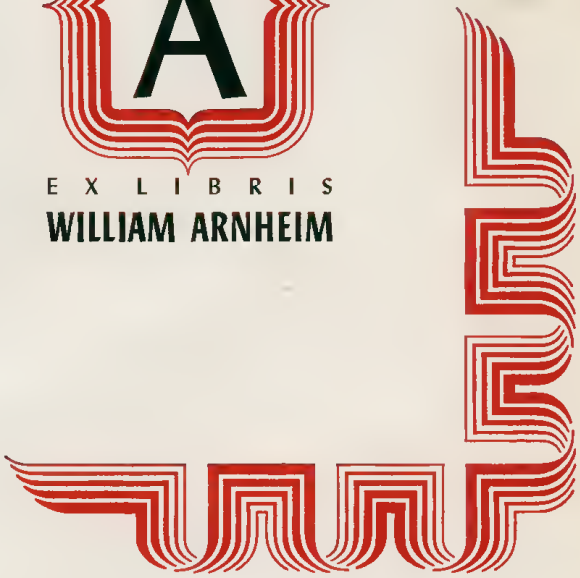
# Ombree Ornaments

Ombree Ornaments enable the creative printer to turn out a distinctive piece of printing without extra cost for art work and engravings.




Complete font $5.10 • *Figure under each unit shows how many of each a font contains*

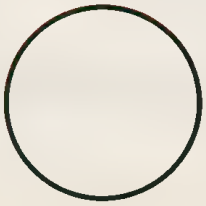




## Mortised Typecast Circles

*Figure at left and right of size shows how many of each a font contains*

| | |
|---|---|
| 48 pt. . . . | $2.40 |
| 60 pt. . . . | $2.80 |
| 72 pt. . . . | $3.00 |
| 84 pt. . . . | $3.40 |
| 96 pt. . . . | $3.70 |
| 108 pt. . . . | $4.90 |
| 120 pt. . . . | $5.65 |

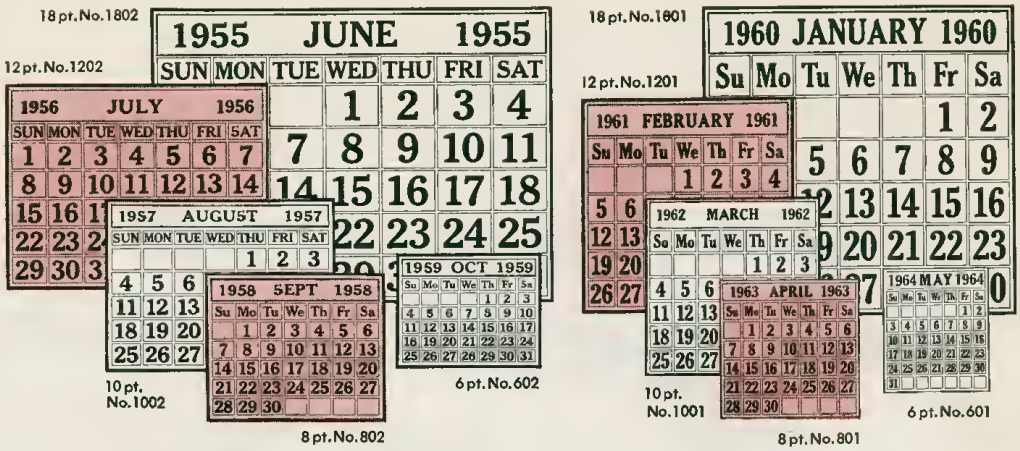


| | | |
|---|---|---|
| 4 | 48 pt. | 5 |
| 3 | 60 pt. | 4 |
| 3 | 72 pt. | 3 |
| 2 | 84 pt. | 3 |
| 2 | 96 pt. | 2 |
| 2 | 108 pt. | 2 |
| 1 | 120 pt. | 2 |

84 pt. shown

# Cheltenham Perpetual Calendars

| | |
|---|---|
| 6 pt. No. 601 | $1.20 |
| 6 pt. No. 602 | $1.20 |
| 8 pt. No. 801 | $1.25 |
| 8 pt. No. 802 | $1.60 |
| 10 pt. No. 1001 | $1.60 |
| 10 pt. No. 1002 | $1.60 |
| 12 pt. No. 1201 | $1.75 |
| 12 pt. No. 1202 | $2.20 |
| 18 pt. No. 1801 | $1.60 |
| 18 pt. No. 1802 | $2.15 |




Available in two styles, five sizes each, as shown. Font numbers ending in 1 are Cheltenham Bold Condensed figures, those ending in 2 are Cheltenham Bold. Fonts contain date logotypes, days of the week logotypes and blanks. 6, 8, 10 and 12 pt. fonts include sufficient type to set two months, 18 pt. fonts will set one month. Matching type to set names of months etc., may be purchased in separate fonts of Cheltenham Bold or Bold Condensed.

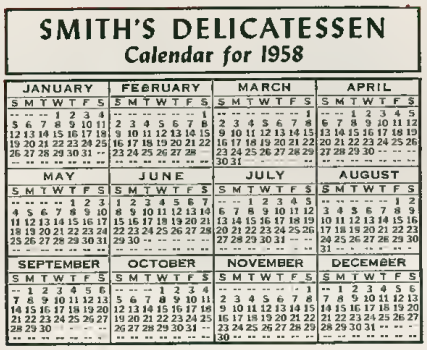
# Miniature Perpetual Calendar Logotypes • *Complete font $9.40*

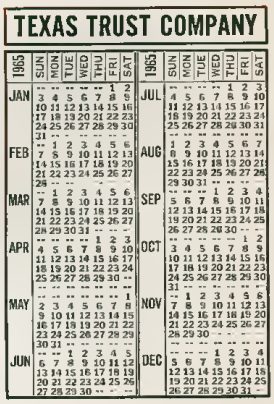
**HOW THESE LABOR-SAVING LOGOTYPES ARE USED**

A font of ATF Miniature Perpetual Calendar Logotypes contains logotypes in which each month in the year and one-letter abbreviations of the days of the week are cast in a single unit measuring 42x12 points. Figure logotypes are included for 28, 29, 30 and 31 day months beginning on each day of the week. Six-line figure logotypes are cast in units measuring 42x24 points while five-line units measure 42x20 points. Dotted blanks, cast on a unit 42x4 points, make it easy to even up the number of lines whenever necessary.

To facilitate the composition of vertical calendars, each font includes logotypes in which three-letter abbreviations of the days of the week are cast in a unit measuring 42x12 points, three-letter abbreviations of the months on 10x6 point logotypes and single figures are provided for setting the years.

Each font contains sufficient material to set two full years in either of the styles shown.




# Letterpress Imprints • *6 pt. font $1.90*

*Font contains:* PRINTED LETTERPRESS IN U S A 12 PRINTED BY LETTERPRESS 12

# Lithograph Imprints • *6 pt. font $1.90*

*Font contains:* LITHOGRAPHED IN U S A 16 PRINTED BY LITHOGRAPHY 12

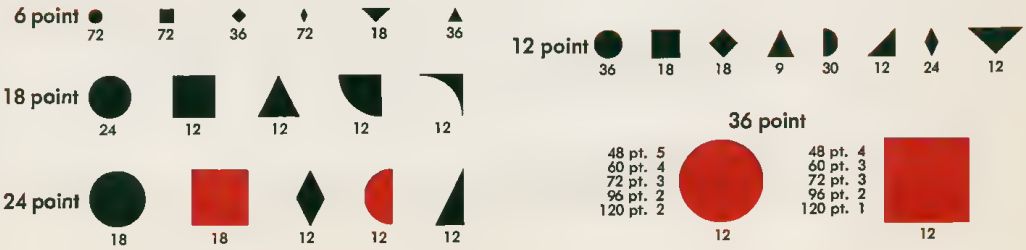
# Shaded Stars

*Figure under star shows how many a font contains*

| | | | |
|---|---|---|---|
| 12 pt. | $2.20 | 30 pt. | $2.00 |
| 18 pt. | $2.15 | 36 pt. | $2.25 |
| 24 pt. | $2.45 | 48 pt. | $1.60 |

# Typecast Colorets *Figure under unit shows how many a font contains*

| | |
|---|---|
| 6 pt. | $1.90 |
| 12 pt. | $2.20 |
| 18 pt. | $2.15 |
| 24 pt. | $2.45 |
| 36 pt. | $2.25 |
| 48 pt. | $1.60 |
| 60 pt. | $1.85 |
| 72 pt. | $2.00 |
| 96 pt. | $2.45 |
| 120 pt. | $3.50 |



## Adstyle Figures *Small figure shows how many a font contains*

12 pt. . . . $2.20

1 2 3 4 5 6 7 8 9 0
8 7 7 7 7 7 7 7 7 8

1 2 3 4 5 6 7 8 9 0
8 7 7 7 7 7 7 7 7 8

18 pt. . . . $2.70

1 2 3 4 5 6 7 8 9 0
5 5 5 5 5 5 5 5 5 5

1 2 3 4 5 6 7 8 9 0
5 5 5 5 5 5 5 5 5 5

## Quillscript Flowers *Small figure shows how many a font contains*

24 pt. No. 2401 . . . $1.80

18 18 18 18

24 pt. No. 2402 . . . $1.80

12 12 12 12

24 pt. No. 2403 . . . $1.80

12 12 12 12

24 pt. No. 2404 . . . $1.80

9 9 12 12

## Penline Flourishes *Small figure shows how many a font contains*

36 pt. . . . $2.25

4 4 4 4 4 4 4 4 8 4 4

72 pt. . . . $2.00

2 2 1 1 2 2 3 3 2 2 2 2

## Bodonian Book Dashes *Complete font shown*

6 pt. . . . $1.90

## Position Indicators *Complete font shown*

12 pt. . . . $1.75

## Leaders

6 pt. 40—6″ lines
$17.05

8 pt. 30—6″ lines
$13.40

10 pt. 24—6″ lines
$11.60

12 pt. 20—6″ lines
$10.45

Series 542 — Two Dots to the Em

6 point

8 point

10 point

12 point

Series 545 — Hyphen Face

6 point

8 point

10 point

12 point

## Centerface Typecast Dots *Complete 12 pt. font shown (Same size face on all body sizes)*

12 pt. . . . $2.20
10 pt. . . . $2.00
8 pt. . . . $2.00
6 pt. . . . $1.90

## Braces and Dashes *Complete 12 pt. font shown*

12 pt. . . . $2.20
10 pt. . . . $2.00
8 pt. . . . $2.00
6 pt. . . . $1.90

## Algebraic Signs *Complete 10 pt. font shown*

10 pt. . . . $2.00
12 pt. . . . $2.20

## Arithmetical Signs *Complete 10 pt. font shown*

10 pt. . . . $2.00
12 pt. . . . $2.20

## Nautical Signs *Complete font shown*

12 pt. . . . $2.20

## Piece Accents

6 pt. . . . $1.90
(2 pt. set)
12 pt. . . . $2.20
(4 pt. set)
6 pt. bold $1.90
12 pt. bold $2.20

6 pt. body, 2 pt. set

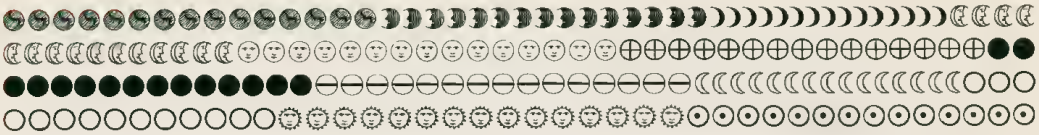
12 pt. body, 4 pt. set

6 pt. bold

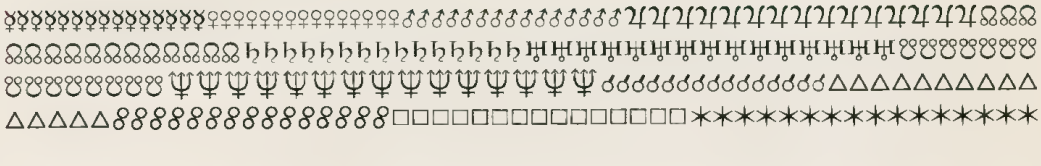
12 pt. bold

## Astronomical Signs *Complete fonts shown*

12 pt. No. 1201
$2.20



12 pt. No. 1202
$2.20

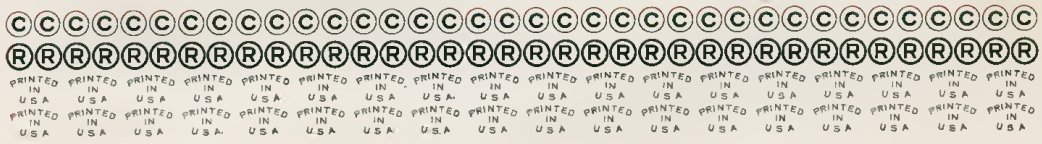


12 pt. No. 1203
$2.20

24 pt. . . . $1.80

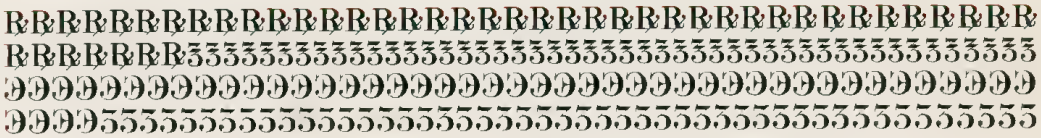
## Conventional Symbols *Complete 12 pt. font shown*

12 pt. . . . $2.20
10 pt. . . . $2.00
8 pt. . . . $2.00
6 pt. . . . $1.90




## Medical Signs *Complete font shown*

12 pt. . . . $2.20



## Metal Braces *Complete font shown*

6 pt. . . . $1.90

## Miscellaneous Signs *Complete font shown*

6 pt. . . . $1.90

## Century Oldstyle Fractions *Complete 12 pt. font shown*

18 pt. . . . $1.60
14 pt. . . . $1.50
12 pt. . . . $1.30
10 pt. . . . $1.25
8 pt. . . . $1.25
6 pt. . . . $1.20

## Piece Fractions *Complete 12 pt. font shown*

12 pt. . . . $2.20
10 pt. . . . $2.00
8 pt. . . . $2.00
6 pt. . . . $1.90

## Reference Marks *Complete 10 pt. font shown*

10 pt. . . . $2.00
8 pt. . . . $2.00
6 pt. . . . $1.90

## Side Sorts *Complete 10 pt. font shown*

12 pt. . . . $2.20
10 pt. . . . $2.00
8 pt. . . . $2.00
6 pt. . . . $1.90

## Superior Letters *Complete font shown*

10 pt. . . . $1.25

## Inferior Letters *Complete font shown*

10 pt. . . . $1.25

## Superior Figures *Complete font shown*

10 pt. . . . $1.25

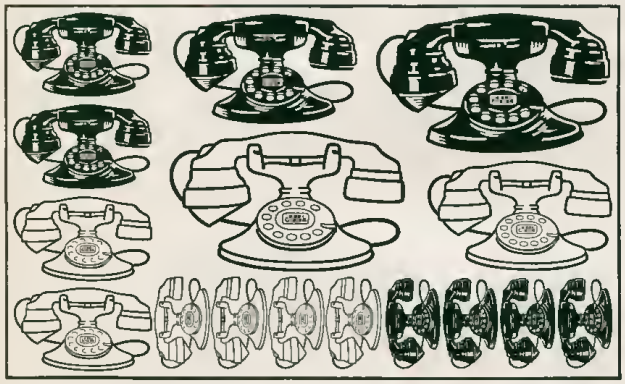
## Inferior Figures *Complete font shown*

10 pt. . . . $1.25

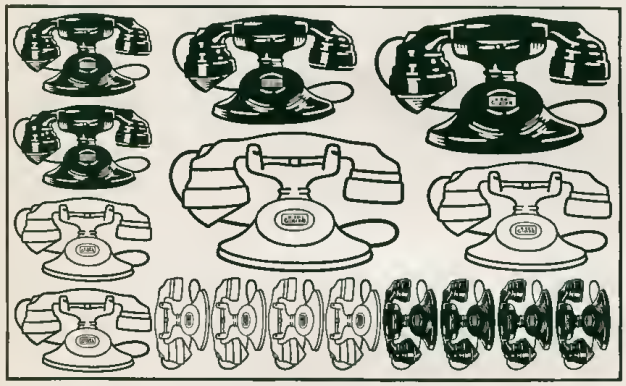
# ATF Handypacks

## $2.95 EACH

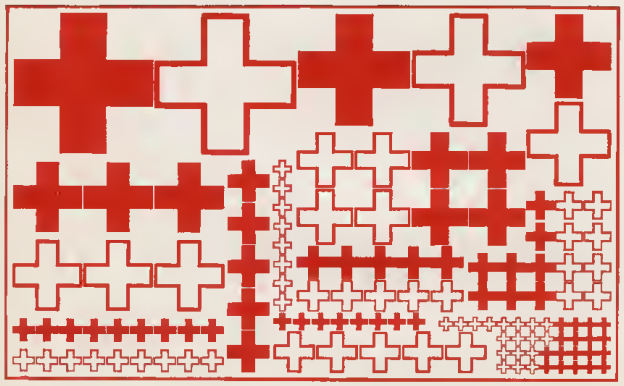
Choose from 46 useful assortments in covered boxes. These foundry cast type-cuts possess exceptional wearing qualities and sell at extremely low prices. No art work, no plates—they're as easy to use as a piece of ATF type.



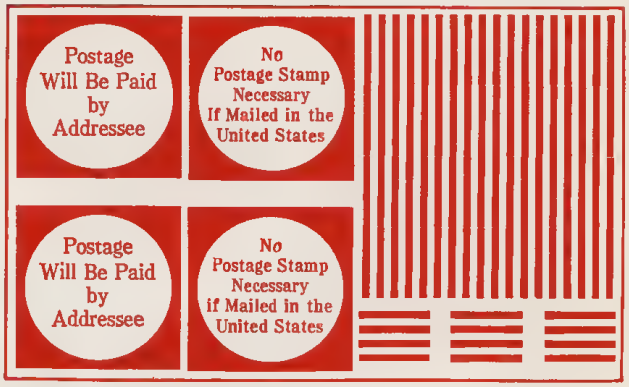
**1** Dial Hand Phones



**2** Manual Hand Phones



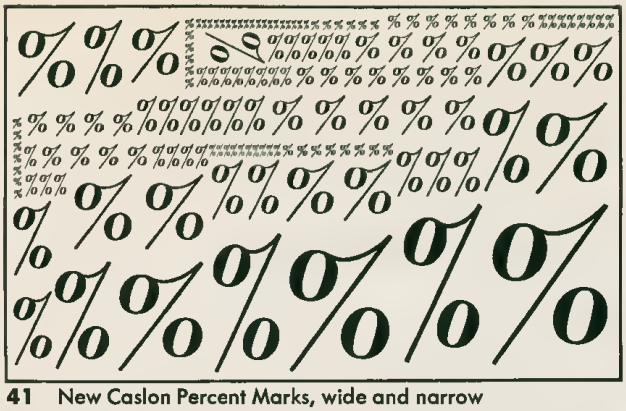
**6** Geneva Crosses



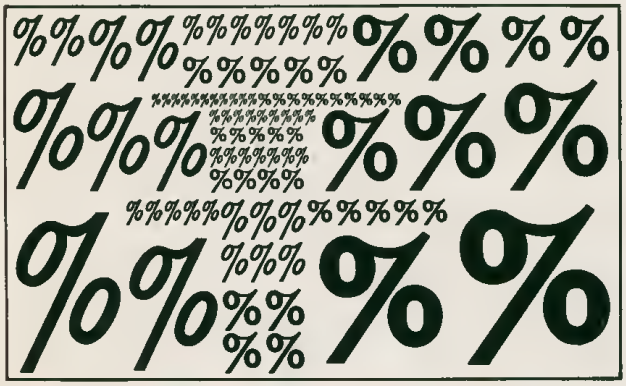

**7** Business Reply Logotypes

**39** Stars

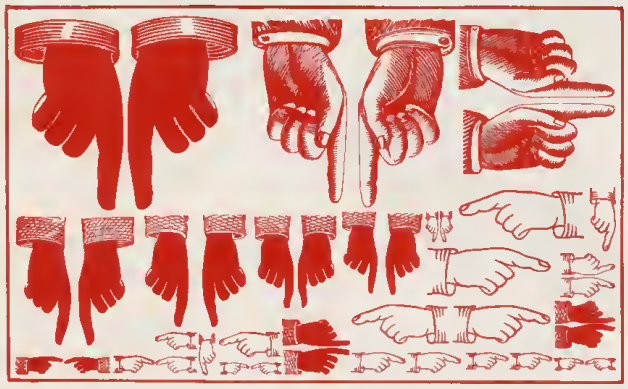
**40** Cheltenham Bold Percent Marks, em and en set



**41** New Caslon Percent Marks, wide and narrow

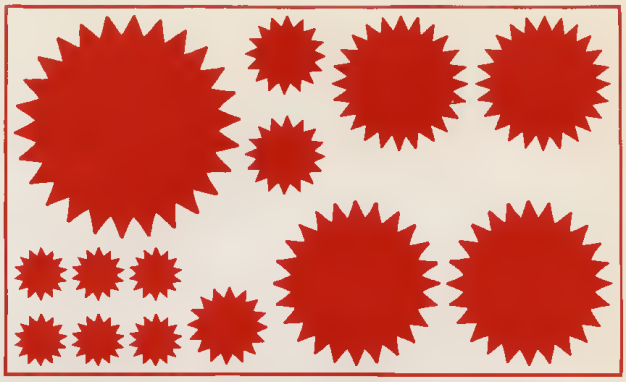


**42** Gothic Percent Marks, wide and narrow

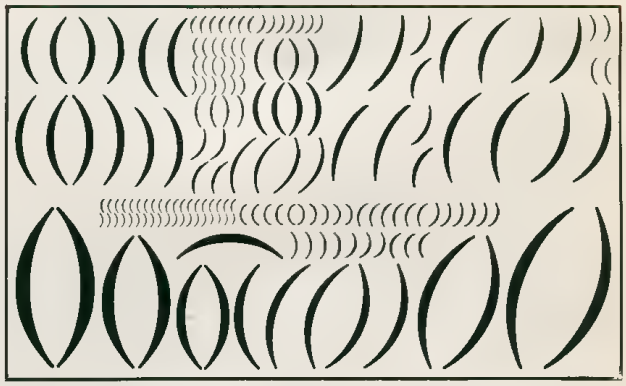


**43** Fists

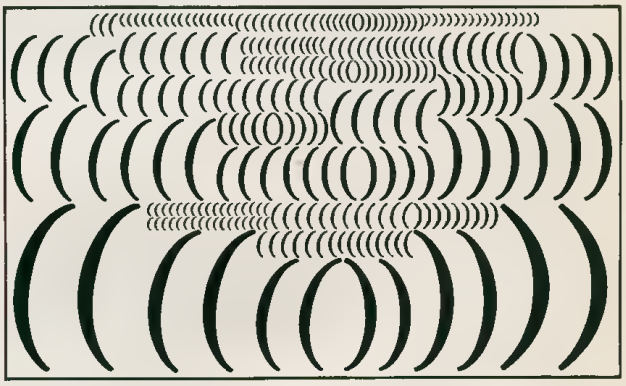
**44** Medical Signs



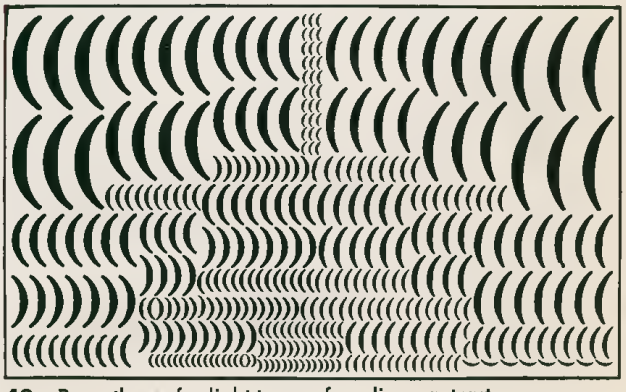
**45** Slocum Seals



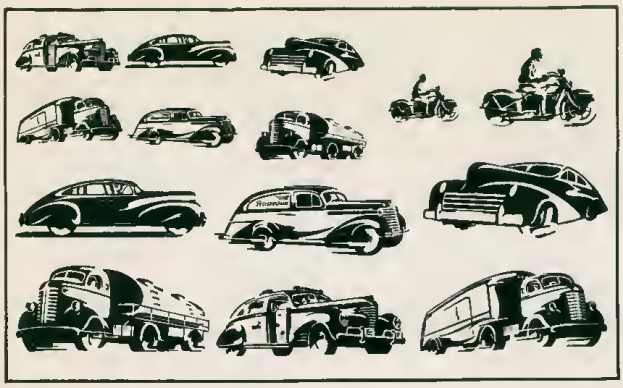
**46** Parentheses for light thick-and-thin types



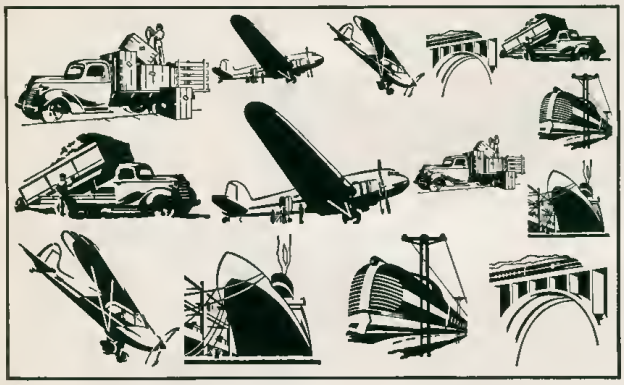
**47** Parentheses for bold thick-and-thin types



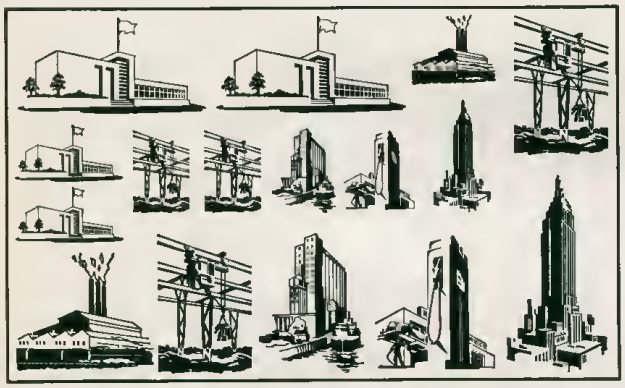
**48** Parentheses for light types of medium cantrast



**52** Transportotion Typecuts

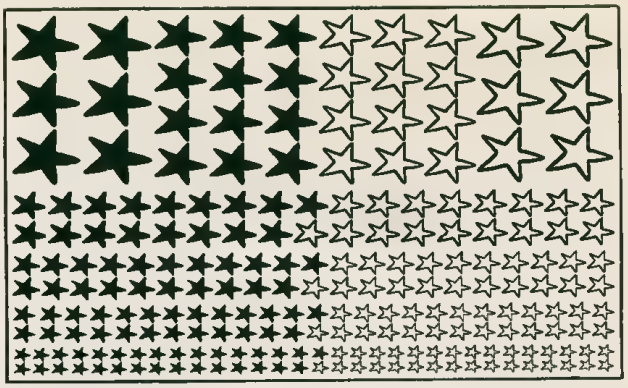


**53** Transportation Typecuts

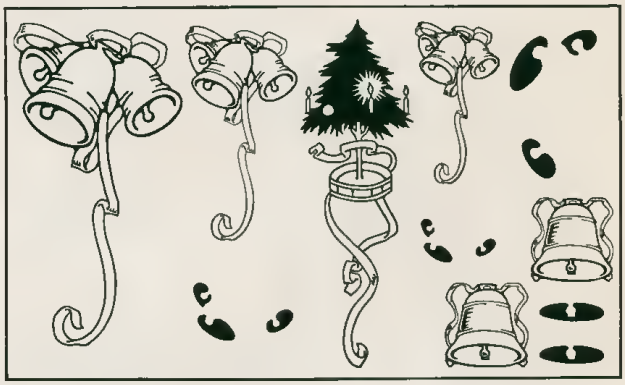


**54** Industrial Typecuts

**55** Industrial Typecuts



**59** Modernistic Stars

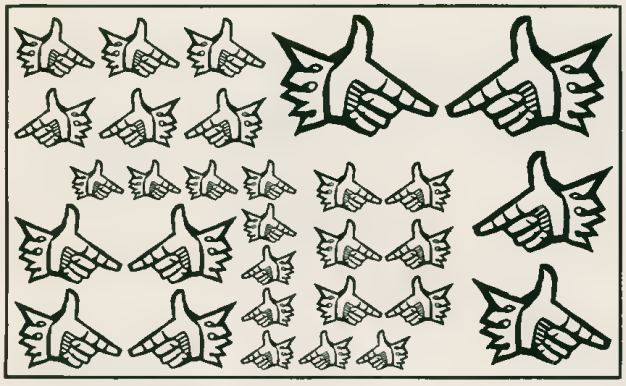


**60** Christmas Bells, one- and two-color

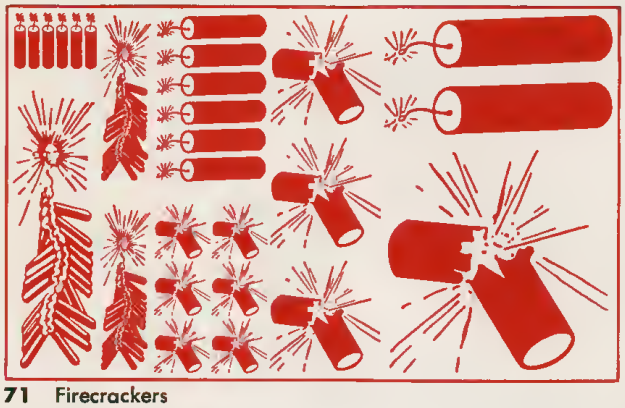
**61** Poinsettias, two-color

**63** Holly Border, two-color

**69** Bradley Decorators

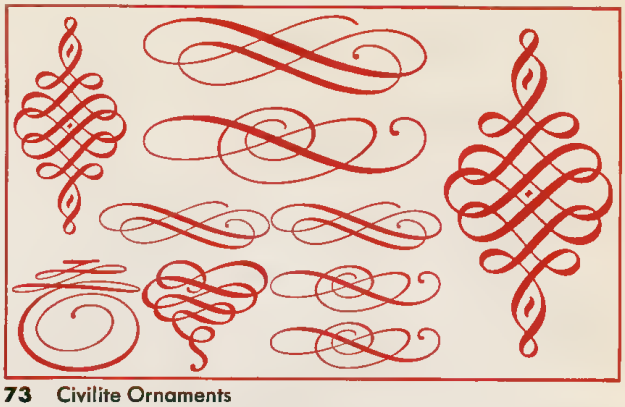


**70** Chapbook Pointers

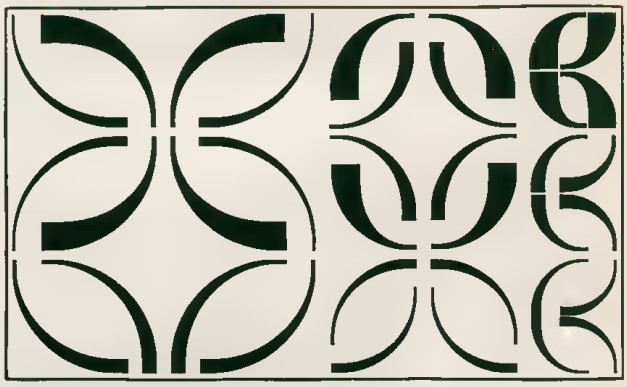


**71** Firecrackers

**72** Seagulls

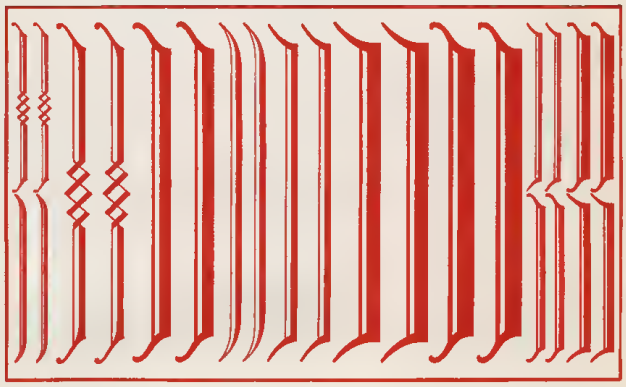


**73** Civilite Ornaments

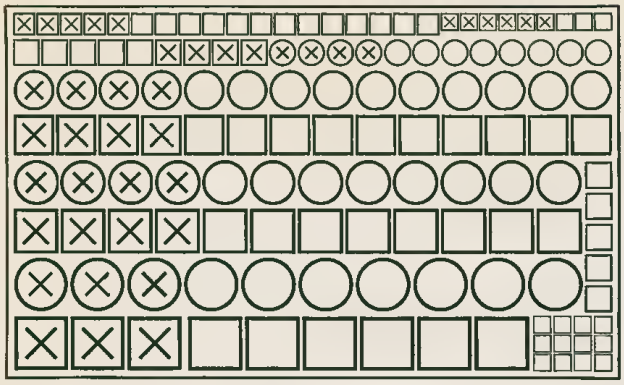


**74** Tapered Corners

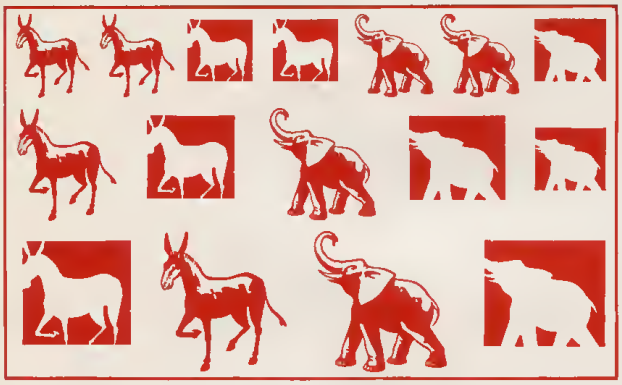
**75** Lightning Flashes



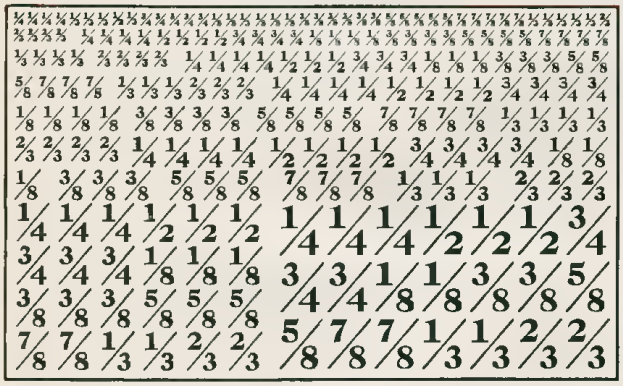
**76** Advertising Brackets



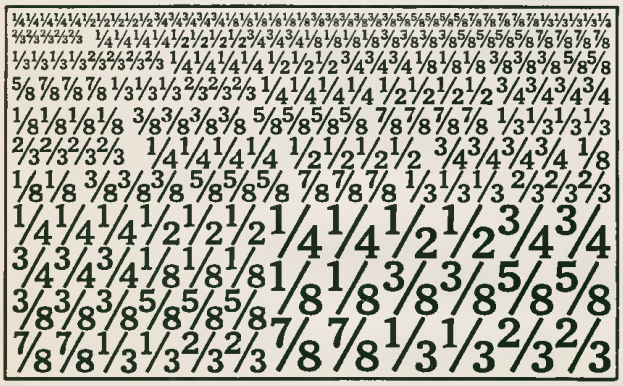
**79** Ballot Signs



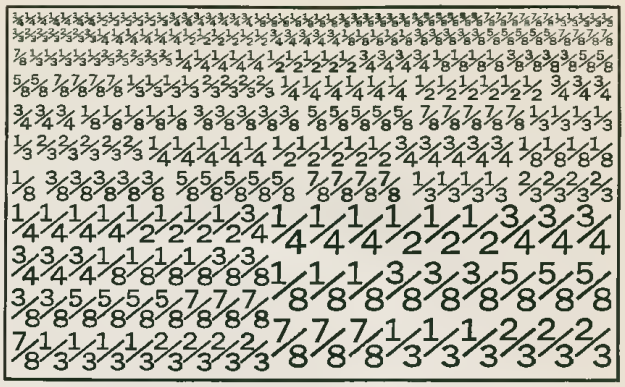
**80** Republican and Democratic Party Emblems



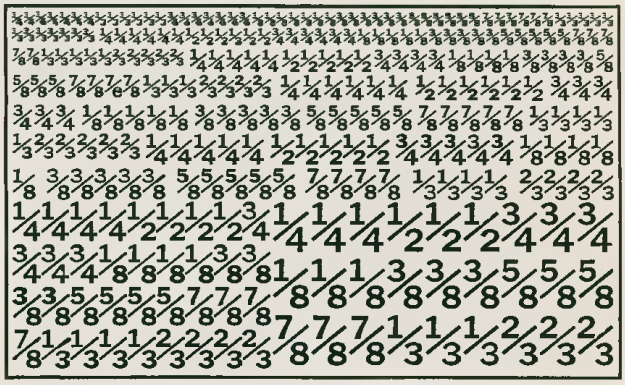
**84** New Caslon Fractions, wide



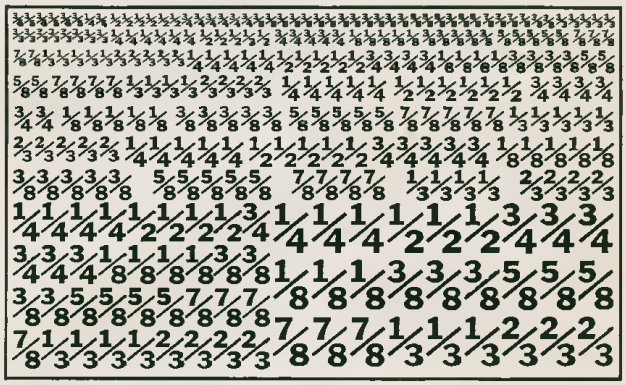
**86** Cheltenham Bold Fractions



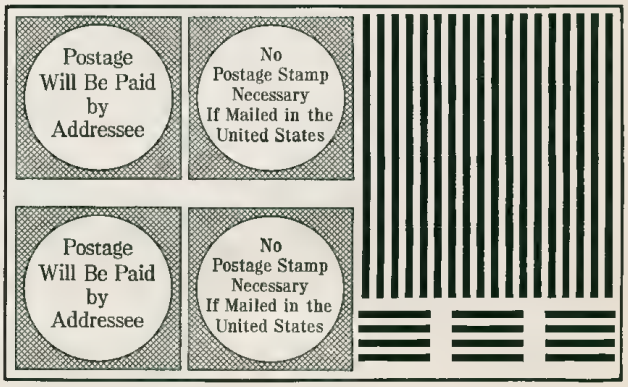
**88** New Gothic Fractions, light



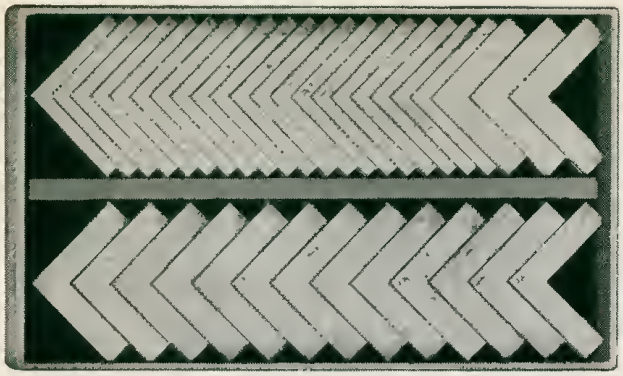
**90** New Gothic Fractions, medium



**92** New Gothic Fractions, heavy



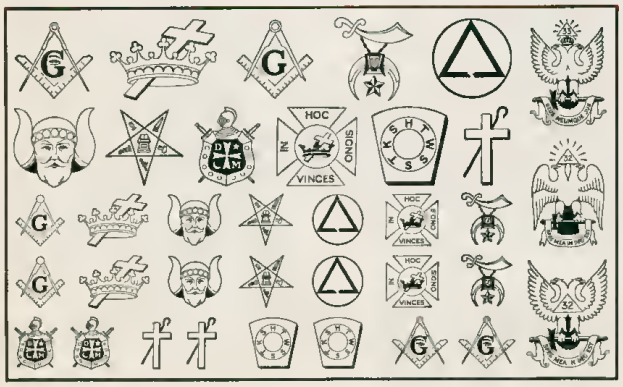

**97** Business Reply Logotypes, shaded



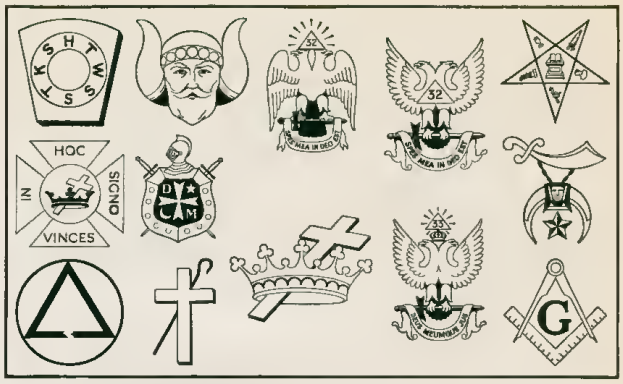
**103** Corner Quads

**104** Angular Quads

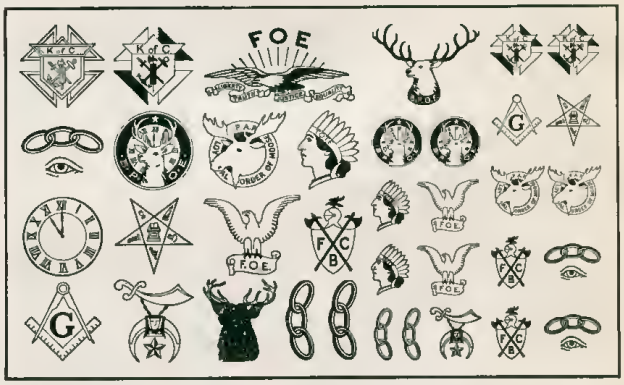
**107** Orphic Spots



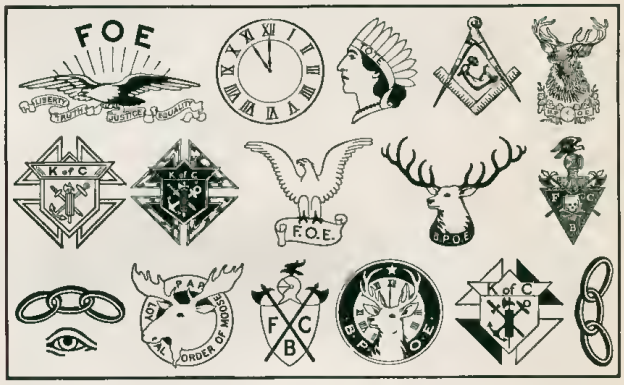

**112** Masonic Emblems



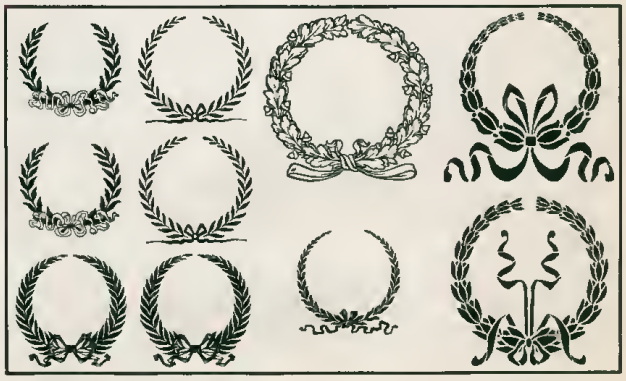

**113** Masonic Emblems




**114** Fraternal Emblems




**115** Fraternal Emblems



**116** Decorative Wreaths

## Cloister Initials

Sold only in fonts containing one of each letter. 48, 60 and 72 pt. made in one color only.
Fonts contain tint blocks for background color.

Prices per font:

| | |
|---|---|
| 36 pt. one color $4.25 | 48 pt. one color $ 6.10 |
| 36 pt. tint letter $4.25 | 60 pt. one color $11.80 |
| | 72 pt. one color $18.05 |

## Stationers Initials

Prices per font:

24 pt. one color or tint $2.95
36 pt. one color or tint $4.25
48 pt. one color or tint $6.10

Sold only in fonts containing one of each letter

## Dutch Initials

42 point

60 point

120 point

84 point

48 point

Sold in fonts containing one each of above 25 characters.

Prices per font: 42 pt. $5.70 60 pt. $ 9.45
48 pt. $6.10 84 pt. $17.25
120 pt. $29.90

## Hollywood Combination Initials

Outline Characters

Tint Characters

Fonts contain three characters of every letter in the alphabet and on Mc and Mac. The same character is cast in three different positions on the type body. With the exception of M, W, Mc, and Mac (cast 12 point set), all characters are cast 8 point set and require no justification. The M, W, Mc and Mac, when used with 8 point set characters, require slight justification in order to give the desired slope. Sold in complete fonts of outline or tint characters as described.

Prices per font: Outline $10.10
Tint . . . $10.10

## Diamond Combination Monograms

Sold in fonts contoining the 81 chorocters shown.

60 point 48 point 36 point

Prices per font: 36 pt. $4.50 48 pt. $5.40 60 pt. $6.80

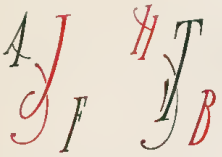
## Elite Monograms

Font contoins 3 of each of the characters shown except Mc. Sold in fonts only.

60 pt. 48 pt. 36 pt.

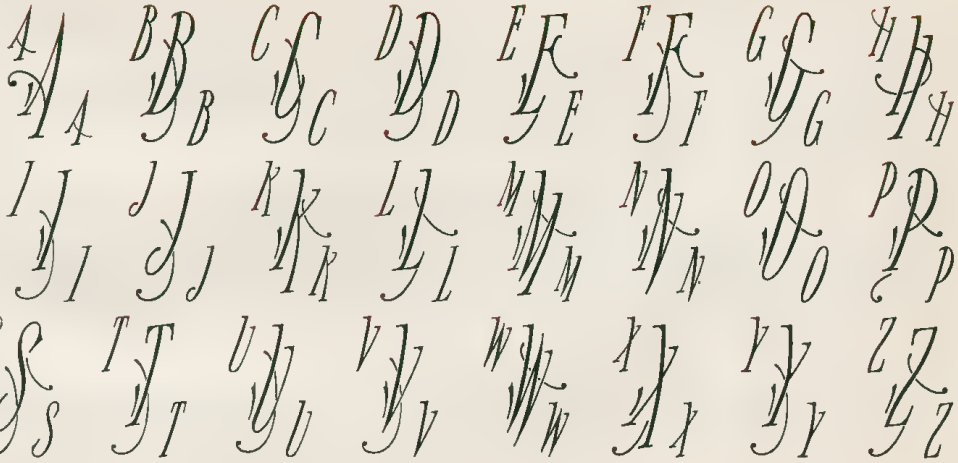
Prices per font: 36 pt. $4.50 48 pt. $5.40 60 pt. $6.80

## Broadway Monograms

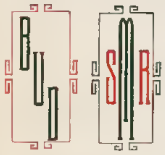


Fonts contoin one each of the larger letters A to Z and two each of the small letters. The larger letters are cast recessed ot top and bottom to permit the insertion of the small characters without ony justification. Sold in complete fonts contoining one each of the 78 chorocters shown.

Price per font: $11.80

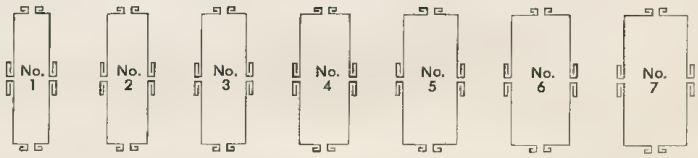


## Fifth Avenue Monograms and Frames



Fonts of Initiols contain three of eoch letter cost on 54 point body, and three of each letter cost on 24 point body. The M ond W ore 8 points wide; all other chorocters are 6 points wide. Sold in fonts containing 156 chorocters.

Frames ore cost on 72 point body in two mortised pieces. The seven widths accommodate ony two- or three-letter combination. Sold in fonts contoining one poir of eoch of the 7 styles shown ot right.




12 point mortise 14 point mortise 16 point mortise 18 point mortise 20 point mortise 22 point mortise 24 point mortise

Prices per font: Monograms $8.40 Frames $5.45

# Newport Monograms

Sold in fonts containing three each of the one-color or tint characters shown.

Cast on 36 point body, 12 point set, except the I (9 point) and M and W (18 point). All cast to register for two color printing.

Outline Characters

Price per font: 36 pt. outline or tint $4.50

Tint Characters

# Virkotype Combination Monograms

60 point 48 point 36 point

Outline Characters

Sold in fonts containing the entire 81 outline or tint characters shown.

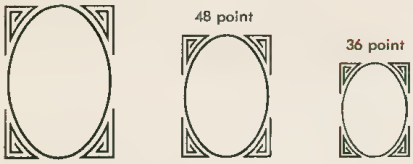
Prices per font:
36 pt. outline or tint $4.50
48 pt. outline or tint $5.40
60 pt. outline or tint $6.80

60 point 48 point 36 point

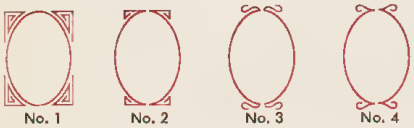
Tint Characters

# Virkotype Frames

60 point 48 point 36 point



STYLES

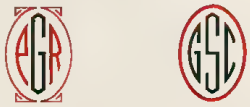


No. 1 No. 2 No. 3 No. 4

No. 5 No. 6 No. 7 No. 8

Prices per font of Frames:
36 pt. $5.50; 48 pt. $6.30; 60 pt. $7.15

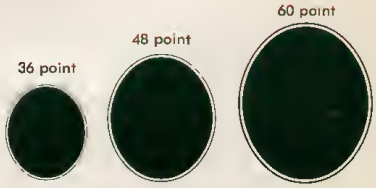
60 point Frames are made to be used with either series of 60 point Virkotype Combination Monograms; 48 point with 48 point Monograms; 36 point with 36 point Monograms. All three series of Frames are cast on 72 point body and are mortised to accommodate any three-letter combination. Sold in sets of eight styles as shown.



USES

# Virkotype Tint Blocks

36 point 48 point 60 point



STYLES AND USES

No. 5 No. 4 No. 3 No. 2

60 point Tint Blocks are made to be used with 60 point Virkotype Combination Monograms; 48 point Tint Blocks with 48 point Monograms; 36 point Tint Blocks with 36 point Monograms. All three sizes of Tint Blocks are available in the four styles shown for two-, three-, four-, or five-letter monograms.

Prices per font of Tint Blocks:
36 pt. $2.05; 48 pt. $2.55; 60 pt. $3.30

# ATF Adcuts and Logotypes

**Print Better—Last Longer—Cost Less—THAN ELECTROS**

Company or personal signatures, trade-marks, emblems, symbols, designs can be cast in type in hard, long-wearing, foundry type metal. These are ADCUTS. Combinations of letters, points or figures can be set up in any ATF type and cast on single-piece bodies. These are LOGOTYPES. They may be firm names and addresses, heads on office or factory forms, imprints, envelope corner cards. They prevent errors on repeated use, reduce costs of composition and assure uniformity.

ADCUTS and LOGOTYPES can be cast in any desired number, and additional castings made any time from the same matrices, at *less than the cost of electrotypes*. They print sharp and clean. The finest of lines are free from undercutting; counters are deep. They need no shoulder for tacking; can be trimmed flush with the design to exact point sizes that line up with type. They are the only practical means of dropping snugly into the body text company or product names in their characteristic styles.

Send your ATF type dealer a sketch and your specifications for a particular job and let him submit quotation and complete information.

American Type Founders ATF 200 ELMORA AVENUE, ELIZABETH, NEW JERSEY

American Type Founders

200 Elmora Avenue, Elizabeth, New Jersey

**Graphic Arts Equipment Company**

**127 West Harrison Street • Chicago 5, Illinois**

Telephone HArrison 7-3927

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